

# THE ST. KATHMORE STANDARD AND BOW VALLEY

VOL XL — No. 9 —

June 4

Strathmore, Alberta, December 23, 1948

Subscription \$2.50 — Foreign \$3.00

## Hold Santa Claus Party For Children at Hirtle's Theatre

Standing room was at a premium at the Santa Claus party held Tuesday evening, when the children of two local districts were invited to a free show and Santa treat by three local organizations, the Masons, Lions and Legion.

Starting at seven-thirty, a couple of short comedy acts were shown, then the lights in the auditorium were on, and C. Scott and F. Hirtle led the group of children in a couple of short sing-songs. Mr. Heiran Woldum, president of the Lions Club, thanked the children for their support, and announced that the three singing bodies, and on behalf, thanked Mr. Doug Hirtle, through whom the theatre was provided without charge.

At this juncture Santa Claus arrived, all cold and frozen from his long trip, and even more so when Santa personally led them in another sing-song. This over, he distributed treats to each of the children, assisted by C. Scott, A. Scott, F. Hirtle, and C. Woldum.

Following the presentation, the draw was made for the Santa Claus doll which has been the subject of a guessing game, and Fred Hillon held the closest number, which was only half a point apart. The number in the box. Since the draw was packed by Mrs. Hillon, Mr. Hillon declined the prize, which then went to C. Scott, one and a half points off.

The lights were turned down and a grand show by the Crossley Boys' Hope and Dorothy Lauder charmed the children and their parents for the rest of the program.

## Berry-Vale W.I.

### Elects Officers

The annual meeting of the Berry-Vale W.I. was held at the home of Mrs. E. T. Hamilton on Dec. 15. Main business was the election of officers, which are as follows: President—Mrs. J. Banzat, Vice-President—Mrs. L. Wise, 2nd Vice President—Mrs. C. E. Way, Secretary—Mrs. T. Taylor, Treasurer—Mrs. R. Parsons, Director—Mrs. V. G. Giffen, Mrs. Godfrey, Mrs. E. Olsen, Auditor—Mrs. L. Hilton, Mrs. F. Hilton, Sick Committee—Mrs. D. Brook and Mrs. Doris Wegener. An exchange of Christmas gifts followed by a bountiful meal brought the annual business meeting to a close. Next meeting will be at the home of Mrs. L. Hilton on January 13. Roll Call will be a novelty afternoon with each member bringing something unusual or historical and giving an account of it.

### Frank Jones Passes At Ripe Age of 78

Benjamin Franklin Jones, 78, passed on at his home in Strathmore Tuesday morning, quite suddenly. Mr. Jones had complained of a sore chest, but was considered in good condition except for a slight cough.

Mr. Jones, who had a host of friends among the older residents of the district, had lived here more than thirty years, when he passed on. Born in Walkerton, Iowa, he and his wife moved to this country in 1909, where they started farming. After four years, they returned to Walkerton for a few years, then returned to this district in 1918. Since then, they have lived here contentedly, and during later years, when he was retired, Mr. Jones was a familiar sight to many friends on Main Street, as he walked down town daily, or as he sat on the porch in the summertime. He spent considerable time also in his garden.

Services of the Berry-Vale W.I. will be conducted from this church on Friday afternoon at 2 by the Reverend A. A. Hamilton, with burial in the family plot in Strathmore cemetery. Mr. Jones was also a member of the United Church.

Surviving are three sons, Lester of Strathmore, Carl and Donald and Harold of Vancouver; two daughters, Frances Jones of Strathmore, and Mrs. Hattie Jackson of Golden, Wash.; five grandchildren.

The lights were turned down and a grand show by the Crossley Boys' Hope and Dorothy Lauder charmed the children and their parents for the rest of the program.

### Choir, Organist Receive Presents

Following a very interesting service of sermon and music, members of the W.A. of the United Church entertained Rev. and Mrs. Hamilton, the Choir and Mr. Benson at a social in the Memorial Room Sunday evening. Coffees and refreshments were enjoyed, after which, Mr. Garrett on behalf of the W.A. presented Mr. and Mrs. Hamilton with very fine and practical additions to their household necessities. This was followed by a gift to the organist, Miss E. Giffen, and Mr. Benson, made on behalf of the W.A. by Mrs. Moore, Mrs. Kennedy, the president, assisting in each case. Warm appreciation was expressed by each recipient and by Dr. Giffen on behalf of the Choir.

Skating hours for the rink have been drawn up, and the schedule, which is posted at the rink, is as follows:

Sunday: skating 1 to 4 p.m.; Monday, skating 11:45 a.m. to 12:45, 6:45 p.m. to 9:30, hockey 4 to 5:40; Juniors: Tuesday, hockey 4 to 5:15; Midgets, 7 to 8:15; Juniors: 8:15 to 9:30; Intermediates: Wednesday, skating 11:45 a.m. to 12:45, 6:45 p.m. to 9:30, hockey 4 to 5:40; Juniors: Tuesday, hockey 4 to 5:15; Midgets, 7 to 8:15; Juniors: 8:15 to 9:30; Intermediates: Friday

skating 11:45 a.m. to 12:45, 4 to 5:30 p.m. and 6:45 to 9:30; Saturday, skating 1 to 3:30 p.m., hockey 10 a.m. to 12 noon; Midgets, 9 to 11:30 p.m. Game.

The skating schedule finally

agreed to by the skating rink and finance committees, and we are informed, no change will be made from this arrangement.

The skating schedule has already shown a great interest,

the noon period of skating in

## Trees and Lights Decorate Town

Strathmore's Main Street has once more taken on its Christmas air, but it is a little more bright this season than heretofore. The strings of coloured lights which have been a feature in years past are strung once again, and the Christ-

mas tree at the intersection at the top of Main Street is also in place. This year, however, it is surrounded at the base by ice, through which the lights reflect in soft colors.

After the first tree was pulled down by vandals, a larger, and more

suitable tree was erected in its place. The tree was placed by the Town Hamman, and a committee from the Council, P. Siemens, and R.A. McIlwain.

In addition, the large evergreen in front of the Memorial Hall has been lit this year, and adds a little more light to the upper end of the Street.

Lights are to be seen in many houses, and many homes about the town, rounding out a picture of general festive air.

THE SEASON'S GREETINGS TO ALL  
A MERRY Christmas and a Happy New Year

## Strathmore Cartage

• Phone 30 for Reliable Trucking Service

STRATHMORE, ALBERTA

## Christmas . . .

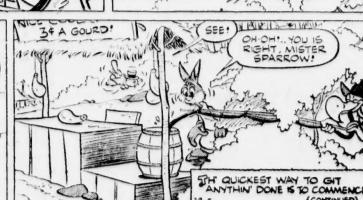
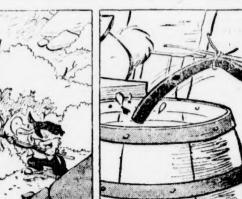
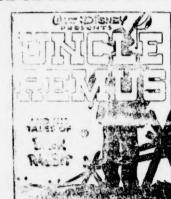
HEARTS ARE SINGING THE DEAR OLD CHRISTMAS CAROLS.

CHILDREN'S VOICES EXPRESS THE DELIGHT OF LOVELY GIFTS.  
WE WISH YOU ALL THE MERRIEST OF CHRISTMAS SEASONS.

**RED & WHITE**

PHONE 43

STRATHMORE



**CHRISTMAS 1-9-4-8**

To our customers  
and friends  
we extend  
best wishes for a

## MERRY CHRISTMAS

AND A

## HAPPY NEW YEAR

## THE ROYAL BANK OF CANADA

L. F. MAGGS, Local Manager, Strathmore.  
J. E. MACADAM, Local Manager, Standard.

happy. At the next meal, he was said "Bon Appetit". Whereupon the Frenchman rose, bowed and replied "Jack Bremner".

Jack Bremner on an ocean voyage was assigned to a seat in the dining salon opposite a Frenchman whom he had never met, and Jack looked forward to meeting him at the first meal. When he was seated at the table, the Frenchman was already at the table. As Bremner started to sit down, the Frenchman got up, bowed and said, "Bon Appetit". To which Bremner rose, bowed and said, "Bon Appetit". This went on for about three meals. Finally, Jack sought out the Chief Steward and said, "I can't figure out my table-mate. Every time I come to the table, he gets up and says, 'Bon Appetit'. What does that mean?" The steward laughed. "Well, it's just being polite. When he says to you 'Bon Appetit' he means 'good appetite to you'." Bremner was now

surprised to learn that the Frenchman had been saying "Bon Appetit" to him all the time.

After the meal, the Frenchman said "Lan Appetit". Whereupon the Frenchman rose, bowed and replied "Jack Bremner".



12-3  
THE QUICKEST WAY TO GET ANYTHIN' DONE IS TO COMMENCE! (CONTINUED)

# A Glow at Christmas

There are several ways of getting a warm glow at Christmas time. Perhaps you will share our way, by reading once again the classic half-century-old reply of the New York Sun to the little girl who wanted to know if there really was a Santa Claus.

"Dear Editor: I am nine years old. Some of my friends say there is no Santa Claus. Papa says if you see it in the Sun, it's so. Please tell me the truth; is there a Santa Claus?"

—Virginia O'Hanlon.

"Virginia, your little friends are wrong. They have been affected by the scepticism of a sceptical age. They do not believe except what they see. They think that nothing

can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant in his intellect as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole world of truth and knowledge.

"Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to our life its highest beauty and joy. Alas! How dreary would be the world if there were no Santa Claus. It would be as dreary as if there were no Vir-

ginia. There would be no child-like faith then, no poetry, no romance, to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light, 'th which child-hood fills the world would be extinguished.

"Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not out there. Nobody can conceive or imagine all

the wonders there are unseen and unseeable in the world.

"You might tear apart baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside the curtain and view and picture the supernatural beauty and glory beyond. Ah, Virginia, in all this world there is nothing else real and abiding.

"No Santa Claus! Thank God he lives and he lives forever. A thousand years from now he will continue to make glad the heart of childhood."



This Christmas we can proudly say that Alberta's greatest hydro-electric development is under way. Work has commenced on the actual construction of the giant Spray Lakes power project. This project will develop 100,000 h.p. of Electrical Energy. It will provide power for Alberta's new and growing industries, as well as help assure the continued rapid extension of Electrical Service to Alberta farms, which is already proceeding faster than in any other Western province.

Reddy Kilowatt

THIS GIANT  
\$10,000,000  
POWER PROJECT  
IS BEING BUILT  
WITHOUT ADDING  
ANY DOLLARS TO  
YOUR TAXES



CALGARY POWER LTD.

SERVING ALBERTA

## UNDER THE STREETLAMP

by PAT O'HOOLEY

Six year old Billy Tew rushed into the living-room on Christmas morning, ahead of his brother and sisters. The gifts were put into separate piles to keep the children from opening each other's presents. When his mother said, "Bill, this is your pile," His eyes bulged. "Boy!" he breathed, "I hit the jack pot!"

Every time history repeats itself, according to George Risdon, prices go up.

Night Watchman: "Have you any explanation for wandering around drunk at this time of night?" Ted Slater: "Shay—if I had an explanation I'd a gone home to my wife hours ago."

Lady: "A big man like you might be better occupied than in cruelly catching poor little fish." Don Dougan: "Could be, lady, but if this fish had kept his mouth shut he wouldn't be here."

Six year old Bert Roberts was quizzing his mother on the subject of ancestors. Sadly he learned that there was a striking lack of grandparents in the family.

"But haven't I a grandfather on your side?" he asked.

"No, Bert. He died and went to Heaven."

It was the same with grandma, and his other grandfather. They were in Heaven, too.

"Well, how about my other grandma? Where's she?"

"She's in Heaven, too, Bert."

The child was silent for a moment. There was something he couldn't understand. "All in Heaven," he repeated. "Gee, Mom, haven't I got any relations in Hell?"

To You and  
Yours



Same old wish  
always new . . .  
A Merry Christmas  
to all of you.



S'MORE LAUNDRY  
&  
DRY-CLEANING  
PHONE 119

## DR. MOFFATT DENTIST

will not be in Strathmore  
until further notice

Calgary office— 832 Southern Bldg.  
Phone M7809 — Now Called Greyhound Building

Thank You All

We Wish You

A Very Merry Christmas  
and

The Best for the New Year

Patteson's Strathmore Pharmacy

## Gleichen Pair Wed In Calgary Ceremony

A wedding of interest to Gleichen and community was solemnized on Saturday afternoon at the St. Paul's Rectory at Calgary, where Miss Berries Krause, eldest daughter of Mr. and Mrs. T. Krause, became the bride of Campbell Evans, eldest son of Mr. and Mrs. G. W. Evans. The happy couple will reside in their home in Gleichen.

Mr. and Mrs. A. F. Wilson, who have been touring the U.S.A. for several weeks, returned home recently from their holidays looking happy and feeling fine. They had a wonderful holiday.

Mrs. T. Brown accompanied E. Young on a trip to Calgary Saturday to visit their mother Mrs. Young, who is ill in the Holy Cross hospital in Calgary.

A total of \$139.85 was collected by members of the Eastern Star for the Cancer Society. The Lodge wishes than all who donated to the cause.

Gleichen young people attending school elsewhere are starting to return home for the season's holidays. The first are Miss Ethel Bates and

Thursday, Dec. 23, 1948 — THE STRATHMORE STANDARD —

## Standard Lad Married in Toronto Church

Wycliffe College Chapel was the setting Friday, Dec. 17, at 7 p.m. for the marriage of Roy Geraldine Kitcher, only son of Mr. Eric Kitcher and the late Mr. John R. Kitcher, to Roy Leon Rasmussen, older son of Mr. and Mrs. John M. Rasmussen of Standard, Alta., with Rev. Dr. W. H. Wadsworth officiating. The church was decorated with tall standards of mums.

Given in marriage by her uncle, Mr. Albert E. Kitcher, the bride

Donald Hunter.

Miss Pauline Roueche, who has been in Vancouver for the last four months, has returned and taken a position in Herd's store.

Miss E. Bates is assisting in the Gleichen Post Office during the holidays.

Miss Dick Thomas left by train Tuesday for Hopkinsville, Kentucky where she will holiday with her parents, Mr. and Mrs. Jake Bolinger, a sister and other relatives.

wore a white velvet and alencon lace gown with fitted bodice and full skirt. The lace veil was held in place by a coronet of orange blossoms, and she carried a cascade of star light roses and carnation petals, all in white. Maid of honor was Joyce Johnson, wearing a gold velvet gown, and bridesmaids were Ruth Kissick and Marguerite Arnold in laurel green velvet gowns.

The best man was Howard Ras-

## Cluny Notes

by Mrs. M. C. B.

A number of the ladies of the community put on a shower in the club room on Dec. 14 for Mrs. Florence Obear, a wide sheet of the near future as guest of honor. In spite of the bitter cold a goodly number of friends turned out.

The afternoon was pleasantly spent in contests and social chatting.

The dining room tables were beautifully decorated for the delicious lunch after which Florence was presented with a decorated basket piled high with gifts both beautiful and useful, which were presented by Mrs. R. Burns. Miss Gelbeau thanked the ladies in a few well chosen words.

Miss Alice Nowicki who has been attending the University in Edmonton will spend the holidays with her parents.

Mr. and Mrs. Alta Berrett and daughters from Lethbridge are due to visit us at the Reimelche home.

Mr. and Mrs. G. Smith of Basa-

no spent Sunday at the home of Mr. and Mrs. E. Watson.

Mr. and Mrs. F. Fairbourne spent a couple of days in Calgary last week and will spend the holiday with their daughter Mrs. J. Lang of Altario.

Mr. and Mrs. Herman Spieldit and Mr. and Mrs. B. Reimelche were Sunday guests at the home of Mrs. L. Stewart.

Brother of the groom, and the ushers were Arthur Slater and Don Porterfield.

A reception was held at the Women's Art Club with the bride's mother as receptionist. In a short blue gown with a corsage of pink carnation roses and matching hat trimmed with ostrich tips. For the wedding trip to the groom's home at Standard the bride wore a stagecoach green gown with a muskrat coat and a green feathered hat with accessories to match.

After the wedding trip the couple will return to Toronto where the groom will complete his studies at the University of Toronto. Dental College. He is a second year student of the Women's College Hospital of Toronto.

# New Year's Eve DANCE

Friday Night, December 31st

The Biggest Dance of the Year

JACK BREMNER'S ORCHESTRA

Auspices Strathmore Canadian Legion



**Hirtle's Theatre**

FRI. & SAT.  
DEC. 24 & 25  
**Isn't It Romantic**  
Roland Culver & Veronica Lake

WEDNESDAY  
DEC. 29  
**To The Victor**  
Dennis Morgan & Viveca Lindfors

FRI. & SAT.  
DEC. 31 & JAN. 1  
**Key Largo**  
Humphrey Bogart & Lauren Bacall

# Classified Advertising and Coming Events

**CLASSIFIED RATES**  
10 cents per word, 10 cents minimum if paid in advance, or 45 cents if charged for one insertion. 2 insertions 75 cents, 3 insertions for \$1.00.  
Headings count as two lines. In figuring the number of lines,

count five words to each line.  
Card or envelope. In Memoriam notices, 50 cents per insertion not exceeding five lines. Over five lines 10 cents per count line.  
Suggested in Memoriam notices may be obtained on application to the Strathmore Standard.

## IN MEMORIAM

### Taylor

In loving Memory of my dear son Eric John Taylor, who passed away Dec. 22, 1947, and was laid to rest in Strathmore Cemetery. "Ever remembered."

Mrs. John Taylor and Family

## CARD OF THANKS

My sincere thanks to everyone who so kindly remembered me during my illness — wishing you all Health and Happiness in the New Year.

Emmy Hansen

## FOR SALE

**FOR SALE: 8 ROOM, TWO STORY**  
Frame House in Strathmore. Apply J. W. Giffen. 6281ff.

**FOR SALE—100 ACRE FARM, 1**  
Mile W., 2 miles N. of Standard. Good Buildings, Running Water, House and Barn, Grain and Stock Farm. Otto B. Buchwald, Phone R503, Standard. 3d16c.

**FOR SALE—ICE HOUSE WITH**  
Sawdust. Ice Box. A. J. Sauve, Gleichen. 3d39p.

**FOR SALE—1947 MERCURY 11**  
Sedan. Fully equipped, nice condition. Robert Jackson, Strathmore. phone 998. 3d23p.

**FOR SALE—2 FORD COACH 41**  
Motors, good tires, new steering. Body good shape, newly painted. S. R. Hunt, Car seland, Phone 705 or 101. 3d16t.

**FOR SALE—NUMBER OF BED-**  
steads, springs, mattresses. Suitable for bunkhouse; mattresses in good condition. Apply Nu-Way Cafe, Strathmore. c

**FOR SALE: REGISTERED SHORT**  
horn Bull. 10 months old. Phone R916, Ray Green, Standard. 3d30p.

**FOR SALE—14 HEAD OF CATTLE**  
4 cows coming in about Jan.; 3 steers; heifer, coming 3 years old; in calf; 4 calves, 10 feeder pigs, 60-80 lbs.; 4 weaner pigs; chickens. Leghorns laying now; team of horses. Apply Stan Banzan, Strathmore. 2d23p.

**FOR SALE: 2 USED JOHN DEERE**  
11" Hammermills, 1 Beatty Electric Washing Machine. Apply Jim Smith, Standard. 3d25c.

**FOR SALE—50 NEW HAMPSHIRE**  
Pullets. Apply Mrs. L. W. Edgar, Bainbridge. 3d8c.

**FOR SALE—2 CRIBS, 1 LARGE, 1**  
small. Phone 62, Strathmore. 2d30p.

**FOR SALE—FIVE YOUNG YORK-**

shire Boars, unregistered. W. A. Freeman, Ardenode. 49ff.

**FOR SALE—CERTIFIED AND RE-**  
gistered Laraine Oats, Victory Oats and Marquis Wheat. Apply W.L.D. Office. 629ff.

## LOST

**STRAYED TO MY PLACE ABOUT**  
a week ago, cow branded left rib rib  
OQ bar. Phone 313. W. Lawson,  
Car seland and pay for ad. 3d23ff.

**STRAYED FROM 1 MILE N.**  
of Gleichen. 1 long horned bull  
branded rt hip as cut. May be an  
entire animal. Phone 1006, W.A.  
Laycroft, Strathmore. 3d6p.

**STRAYED—TWO BLACK**  
Yearling Steers, brand as cut  
on the left hip. Reward. Phone 1003, Strathmore. Thomas A. Taylor. 3d16c.

## WANTED

**WANTED—100 PULLETS, LEG-**  
horns or New Hampshire. \$1.00 apiece.  
Apply Box 32, Gleichen. 3d11ff.

**"WANTED"**  
Information as to the whereabouts of  
Katherin Walker also known as  
Katherin Stone.

Please write T. G. B. Walker,  
CARDROSS, Saskatchewan. 3d23c.

Regular clinics for infant and pre-school children are held by the Wheatland Health District from 10:30 to 4:00 p.m. on the following days: the second and fourth Tuesday in each month. Car seland the second Friday in each month. Standard the third Thursday in each month. Rockyford the third Friday in each month.

New year's dance at Namaka  
Community Hall, Wednesday Jan. 1.  
Jack Brenner's Orchestra. 3d30

How River Riding Social Credit  
Nominating Convention at Irricana,  
Bill's Hall, on Wednesday Jan. 5th  
1949 at 1:30 p.m. F. D. Shaw, M.P.  
Guest Speaker. Come and bring  
your written resolutions.

## Rural Gleichen

The third meet of the Gleichen  
Ladies Curling Club was held on  
Sunday afternoon Dec. 13th at the  
home of Mrs. R.W. Brown with  
about 30 members present.

The date for the fowl supper and  
dance to be held after the New  
Year, was set tentatively for  
Jan. 25th.

Nine rinks were drawn up, and  
are ready to begin drawing toward  
the end of the week.

## Allow Us to

extend to you Our Most

## Hearty Good Wishes

for your Happiness at Christmastide and  
throughout the Coming New Year.



**The Strathmore Hotel**

George E. Koch

Proprietor

Thursday, Dec. 23, 1948 — THE STRATHMORE STANDARD — 3

## Message from

## The Reeve of M.D.

The Council of the M.D. of Bow and all its ratepayers who so patiently and faithfully co-operated with the Council in the blocking roads, excessive spring wash-outs and seasonal delays in the making of roads possible during the season of 1948.

We take this opportunity to thank all the ratepayers and the community which our ratepayers, and our whole staff, a very Merry Christmas and a Happy and Prosperous New Year.

James Harwood, Reeve

**Bow Valley**  
Minutes of the Meeting of the Council of the Municipal District of Bow Valley No. 40, held in the Municipal Office, Strathmore, Tuesday, December 14th, 1948, commence at 10:30 a.m.

Present were Reeve James Harwood, Deputy Reeve John A. MacArthur, and Councillor J. M. Wheatley.

Moved by MacArthur that Mr. J. B. Beaudin be offered \$20.00 per acre for the land taken for road diversion on N.C.K. N.W. 23, and N.C.L. S. W. 26-23-21-16, and an extra \$3.00 per acre for the portion of land surrendered.

Moved by Wheatley that we purchase Two Cabs for Caterpillars at \$170.00 each, and that Reeve Harwood be a Committee to make the purchase and have them installed on tractors in readiness for snow plowing.

Moved by MacArthur that our workmen's winter wages be at the same rate as paid during the same season of 1948.

Moved by Wheatley that the Honorable David A. Ure, Minister of Agriculture, be written to our government for the funeral expenses of

Deceased Person, Lucjan Dobrowski, and our complaint be explained to him.

Moved by Wheatley that the Cash Statement for the month of November be read.

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## Farmer's Column

R. J. Milligan, District Agriculturist

Last week I discussed some place in evident in such items as increased infestation of weeds and their control. This week the cost factor is discussed, i.e. the costs of weeds to the farmer

per showing a Net Balance of \$31,412.83 be received and embodied in the estimate.

Carried.

**BY LAW No. 109**  
Providing for a Grant of \$100.00 to the Salvation Army for their Home Rescue Work was read an extra second time and carried each reading.

Moved by MacArthur that Councillor James Harwood be a Committee to look into the placing of Fire Insurance on our power machinery, while under repairs or in storage.

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## Compliments of the Season

MAY YOUR TURKEY BE THE FATTIEST,  
YOUR CHRISTMAS TREE THE BRIGHTEST  
THAT THEY HAVE BEEN IN MANY  
YEARS!

THE COMPLIMENTS OF THE SEASON  
From

**Wm. Rhodes & Son**

**Massey Harris Dealer**

**Sales** Frigidaire and Stewart      **Service**  
Warner Radio      STRATHMORE, ALTA.

PHONE 87

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DENTIST

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**F. J. WEGENER**

• GENERAL TRUCKING •

CATTLE, GRAIN, AND COAL HAULING  
— Prompt And Efficient Service —

Phone 2411      Strathmore, Alberta

*Customer  
And Friends*

more to this institution than the mere  
goods for dollars . . . We appre-  
ciators—they are our Friends—  
them a Merry Christmas and a  
Year, and we resolve now to  
ice worth more and more to you  
months go by.

**Twin Motors**

• SALES AND SERVICE •

"Your International  
Harvester Dealer"

Phone 31 Strathmore

## What Does the Farmer Want for Christmas

In our family we have the rule  
that each child must ask for only  
one gift from Santa Claus each  
year. We try to instill in the children  
the idea that there are millions  
of other children in the world, and  
that visit so there must be a limit to  
what he can give to each one. We  
feel that this is a good rule because  
there are so many exciting things  
the children would like to have and  
it is not wise to give them all that  
they desire by creating their desires.

Even when we grow up we are  
such like children that there are  
so many gifts as we think we would  
like to have. It seems that everyone  
in society continually is asking  
for more and more with little  
thought to the fact that there  
may be a limit to what even a big  
Santa Claus can manage to give.

We know that there isn't any  
Santa Claus in real life even at  
Christmas. In the final analysis it  
is Dad's pocketbook that pays.  
And is not the same thing true  
throughout our relationships in  
society when ever anything that  
costs money is concerned? In the  
final analysis we pay for what we  
get.

What then does the farmer really  
want for Christmas? If one reads  
the newspaper it is easy to arrive  
at the conclusion that the farmer  
wants more money. Is this the  
real answer? The writer isn't sure  
of the answer but has the feeling  
that more money is not the basic  
thing the farmer wants after all. Is it not  
in the farmer's real consciousness  
recognition acknowledgement of the fact  
that for too long he has been looked  
upon as the lower member of our  
social group whereas in reality he  
is one of the most important mem-  
bers of human society? If this recog-  
nition becomes more widespread the  
importance of the farmer in national  
and international life become an ac-  
cepted fact, that would be the best  
Christmas present the farmer could  
get.

That's the Christmas present we  
would give to the farmer. We aren't  
Santa Claus and can't promise him  
this present for this year but we  
believe he will get it some day soon  
and be pleased with it when it  
comes.

All members of the Staff of the  
Experimental Station, Lethbridge,  
join in wishing all our friends, farm  
ers and others alike, a very Merry  
Christmas.

### CHINESE PASSES IN GLEICHEN

The death occurred at Gleichen  
Tuesday of Eng Fat, 59, of 237 10th  
Ave. E.

Mr. Eng was born in Canton,  
China and had lived in Calgary 20  
years.

Services in Jacques' funeral home  
will be conducted by Rev. Yee  
Tong Friday at 2:45 p.m. Interment  
will be in the Chinese cemetery.

To wish you

just a  
Wonderful Christmas

and  
All Happiness  
in the New Year.

King Edward Hotel  
John Vermunt—Prop.



*'Twas the night before Christmas,  
when all through the house  
Not a creature was stirring,  
not even a mouse;  
The stockings were hung by  
the chimney with care,  
In hopes that St. Nicholas  
soon would be there;  
The children were nestled all  
snug in their beds,  
While visions of sugar-plums  
danced through their heads.*



2  
And mamma in her kerchief,  
and I in my cap,  
Had settled our brains for  
a long winter's nap,  
When out on the lawn there  
rose such a clatter,  
I sprang from my bed to  
see what was the matter.  
Away to the window I flew  
like a flash,  
Tore open the shutters  
and threw up the sash.



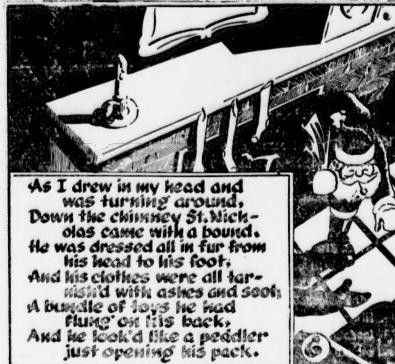
3  
The moon, on the breast of  
the new-fallen snow,  
Gave a lustre of mid-day  
to objects below;  
When what to my wondering  
eyes should appear,  
But a miniature sleigh and  
eight tiny reindeer,  
With a little old driver so  
lively and quick,  
I knew in a moment it  
must be St. Nick.



4  
More rapid than eagles his  
coursers they came,  
He whistled and shouted,  
and call'd them by name:  
"Now, Dasher! now, Dancer! now,  
Prancer! now, Vixen!  
On, Comet! on, Cupid! on, Don-  
der and Blitzen! —  
To the top of the porch, to  
the top of the wall!  
Now, dash away, dash away,  
dash away all!"



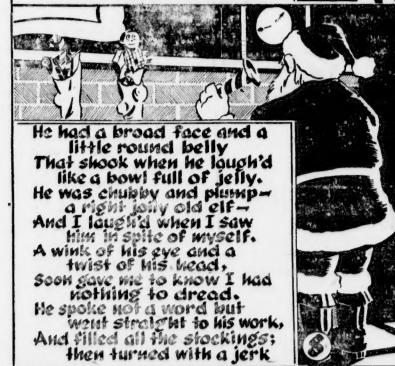
5  
As dry leaves that before  
the wild hurricane fly,  
When they meet with an ob-  
stacle, mount to the sky,  
So, up to the house-top the  
coursers they flew,  
With the sleigh full of toys  
and St. Nicholas too,  
And then in a twinkling I  
heard on the roof,  
The prancing and pawing  
of each little hoof.



As I drew in my head and  
was turning around,  
Down the chimney St. Nicholas  
came with a bound.  
He was dressed all in fur from  
his head to his foot,  
And his clothes were all tarnished  
with ashes and soot;  
A bundle of toys he had  
flung on his back,  
And he looked like a peddler  
just opening his pack.



6  
His eyes how they twinkled!  
his dimples how merry!  
His cheeks were like roses,  
his nose like a cherry.  
His drill little mouth was  
drawn up like a bow,  
And the beard on his chin  
was as white as the snow.  
The stump of his pipe he  
held tight in his teeth,  
And the smoke it encircled  
his head like a wreath.



7  
He had a broad face and a  
little round belly  
That shook when he laugh'd  
like a bowl full of jelly.  
He was chubby and plump—  
a right jolly old elf—  
And I laugh'd when I saw  
him in spite of myself.  
A wink of his eye and a  
twist of his head,  
Soon gave me to know I had  
nothing to dread.  
He spoke not a word but  
went straight to his work,  
And filled all the stockings;  
then turned with a jerk



8  
And loving his finger aside  
of his nose,  
And giving a nod, up the  
chimney he rose,  
He sprang to his sleigh, to  
his team gave a whistle,  
And away they all flew like  
the down of a thistle;  
But I heard him exclaim ere  
he drove out of sight,  
"Happy Christmas to all  
and to all a good-night!"

## EVERYBODY'S BUSINESS

by  
*Dow Graham*

Do you want to give people an impression of keenness, efficiency and exceptional intelligence? Do you want to be more successful in persuading others to act in a certain way or adopt a certain opinion?

Then analyze every thought before you attempt to express it! One of the most important secrets of effective speech lies in knowing how to do this. Here are two suggestions:

First, be sure you know exactly what you want to say. If you don't, you'll have difficulty putting your thoughts into words. And they will sound vague, unimpressive and perhaps even confusing to listeners. So reduce your ideas to simple, basic form. Get the "heart" of the idea clear in your own mind.

Next, choose your words carefully. Say precisely what you mean.

Your manner and voice, too, can add to the effectiveness of your speech. Look directly at your hearers. Speak in a clear, firm voice. Never murmur.

If you follow these suggestions you will not only create a better impression on others — you'll gain new self-confidence too!

Fact that speaks for itself: To-day over four and one-half million Canadians in all walks of life are life insurance owners.

### VAN TIGHEM Agencies

Joy Be With You

This Happy Season

J. G. Robison  
STRATHMORE, ALBERTA



9  
The Leader since  
1892  
CALGARY  
Ginger Ale

## HENRY GILCHRIST

AUCTIONEER  
LICENSE NO. 86-4849

FARM AND LIVESTOCK \*  
SALES

—27 YEARS EXPERIENCE—

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CALGARY — ALBERTA



Canadian  
Legion  
No. 10  
B.E.S.L.

Prez. I. MacKenzie  
Sec. Treas. S. H. Crowther  
Hall Manager Wm. Tew  
Meetings held on the second  
Tuesday of each month. All eligible  
welcome as members.

STRATHMORE  
**TAXI**  
24 Hour Service  
PHONE 131

Continued from Page Three —

## Farmers Column

weeds will reduce the amount of water available for use by crop plants, with a consequent reduction in crop yield.

number of pounds of water a plant

uses means taken to reduce weed infestation before the crop is seeded will help to increase the amount of water available for the crop. Should the weed infestation persist after the crop is seeded and be of serious proportion, the use of a selected weed killer such as 2, 4D is worth consideration.

Weeds have other correlated influences. For example, such insects as the Cut Worm, Moth and some species of Grasshoppers will lay their eggs surrounding a weed on some of our lawns and fields. To help combat insects like these, the summerfallow must be clean. With the Cut Worm cultivation must be completed by July 15th to permit the surface of the soil to crust, which prevents the insect from laying its eggs. This the farmer does during the last three weeks of August and 1st week of September. Entomologists suggest that fields in fallow should not be disturbed until after the first of September. The grasshopper infestation is closely correlated with insect control, if the field can be lightly cultivated to expose all grasshopper eggs at the end of September many will be dried out by the sun and not hatch out until the following spring. Such a shallow cultivation will leave the trash on the surface to prevent soil drifting.

According to the 1949 grasshopper map, taken from the findings of eggs and adults located last fall which shows that most of this Municipality "Box Valley No. 40" is infected from slight to severe with grasshoppers — "Forewarned is fore armed."

## DENTIST

DR. R. G. ROSS - 200 GRAIN  
EXCHANGE - CALGARY

Phone M7013 Res. M7663

DR. A. A. DOWNEY

## Dentist

Office M4981

Res. W4884

230 Alberta Corner, Calgary  
Cor. 8th Ave. & 1st St. W.

## The HUB

BILLIARDS ROOM  
BOWLING ALLEY

TOBACCO and ALL  
SMOKER'S NECESSARIES  
B. HAMBLY, Prop.

Compliments of  
the Season

from

Strathmore Lockers

EVER FRESH



WE WISH TO EXTEND A VERY MERRY CHRISTMAS, A HAPPY AND PROSPEROUS NEW YEAR TO ALL OUR CUSTOMERS AND SAY, THANK YOU FOR YOUR CONTINUED PATRONAGE.

SALES and SERVICE — REO

**MODERN MOTOR SERVICE**

PHONE 101 — STRATHMORE



TO  
EVERYONE

THE SEASON'S GREETINGS AND A

HAPPY NEW YEAR FOR ALL

## CENTRAL ELECTRIC

Electrical Contract — Service & Supply  
Guaranteed Radio Service

E. HAMILTON M. CONYBEARE

PHONE 48 — Proprietors STRATHMORE

THE SEASON'S GREETINGS TO ALL

with HEALTH and HAPPINESS

JOY BE WITH YOU THIS HAPPY SEASON,

## ROBERTS MEAT MARKET

— Phone 25 Early for Good Service —

## A Cordial Wish

THE SEASON'S GREETINGS TO ALL

AND HEALTH AND PROSPERITY IN  
THE NEW YEAR

WE EXTEND OUR SINCERE THANKS  
FOR YOUR PATRONAGE IN THE PAST  
AND HOPE FOR A CONTINUANCE  
IN THE FUTURE

## Risdon's Machine Shop

Business Phone 27 Residence Phones 74 & 60



THE SEASON'S

GREETINGS

TO ALL

## Strathmore Sales and Service

Cockshutt — Chrysler, Plymouth, Fargo  
Phone No. 8 — LOUIS LaPIERRE, Mgr.

# To You and Yours

MAY THE HOLIDAY SEASON BRING  
TO YOU, AN ABUNDANCE OF JOY,  
LOVE AND FULFILLMENT  
AND OUR THANKS TO OUR CUSTOMERS

## Nightingale Store

FARR and GLOVER

Nightingale Alberta  
Phone R815

We wish our many Friends and Patrons

## Merry Christmas

and

## Happy New Year

### Strathmore Bakery and Cafe

Jack Vermunt Phone 97

## Milk Customers • • •

Please note that there will be no delivery of milk on either Christmas Day or New Year's Day. Delivery will be normal, however, on both the Sundays. It will certainly be appreciated if you could help delivery out, by returning all your empty bottles before Christmas and before New Year's, when we are expecting a heavier request for milk.

## Strathmore Dairy

Bob Parsons, Prop. Phone R2406

# A Merry Christmas to Everyone

## STRATHMORE HARDWARE

"The Store of Quality and Service"

M. A. RELLINGER

PHONE 54

## A Christmas Message

REV. A. D. PRINGLE  
Gleichen United Church

Before His birth Mary's anticipation, full of a wonderful surprise, rings out clearly in the words of the great Masterpiece, "My soul doth magnify the Lord, my Saviour;" but do we sense a dimming of elation as the years pass on, how the spirit of man can increase? I think we notice this. In His words at 12 years of age "What ye not that I must be about my Father's business?" and again when He in His mature years seems to have a dimming in His eyes, ready to go with Him on the way in His reference to His Mother and His brethren — they are still and always (without a) far a' his identity and mission are concerned, can we not see the face of the newly born, and can we follow this with the happy cradle side thoughts. Too many a child never attains its possibilities because too many a parent fails to train his or her expectations.

## Christmas thoughts by an Unnamed disciple

When I read that lovely story of Christmas — the lowly birth of Jesus; when I read of his many deeds in later years of his life; or see his agonising on the Cross in his all-conquering love for men, then Christmas is repeated in my soul.

Or when I see him as the bringer into existent and tyrannical systems a spirit of tender respect for humanity; see him stir up in man's heart a passion to do the work of the helpless and needy; or counsel forgiveness for erring, straying and offending humans. I see God in every cradle and hear Christ speaking words of comfort and encouragement even "unto the least of these."

Or when I see his spirit in history transforming brutal and heartless institutions and practises into helpful and benevolent ones; or see him as today he is pleading with the nations to settle their differences by subduing the spirit of conquest, the spirit of brotherhood for the brute force of war; when I contemplate his ever-increasing power over the hearts of men working for human uplift I am carried back into the hills of Judea to the days of the Master, spending out in the midnight hours of human destiny "peace on earth among men of good will."

That's Christmas! Christ's spirit coming into all life. Its lessons bid me follow the example and forget my life in service to others as he poured out his. Life is all made more beautiful and complete as it is lived in the spirit of unselfishness and sharing. But the beauty of life is likewise marred and its fullness broken a hollow thing when governed by the spirit of selfishness and getting. Therefore I must seek to follow his foot-steps and walk in such ways as he walked—from the lowly manger to the utter self-sacrifice of the Cross. May we all go side by side with him in the glory of the resurrection morn. Christmas and Easter are one; They both spell Emmanuel: God with us in and us. And their real significance comes to us in this: when we find the meaning of life which can be lived only in the presence and commandment of the Eternal God. Christmas: God's spirit coming to earth in human clay.

## Local News Items

Miss Frances Gray spent last week-end visiting friends in Edmonton.

Mr. Art Bremner of Shoultice was in Strathmore for a couple of days visiting his family and friends.

### TRAIN SCHEDULE

#### WEST BOUND—

No. 1 ..... 9:20 p.m.

No. 3 ..... 7:05 a.m.

#### EAST BOUND—

No. 2 ..... 8:07 a.m.

No. 4 ..... 9:40 p.m.

### GRAYHOUND SCHEDULE—

Going West— 12:22 p.m.

Going East— 5:32 p.m.

Thursday, Dec. 23, 1948 — THE STRATHMORE STANDARD

## We Cannot Insure It

But we wish you a Merry Christmas

SYD COLDWELL — STRATHMORE

## A Merry Christmas & Happy New Year

We pause, also to thank our patrons and customers for their kindness through the year

## Palardy's Transport

To our many  
subscribers  
and friends  
we extend  
  
**Sincere Christmas Greetings**

## Canada Health and Accident Assurance Corporation

HEAD OFFICE: WATERLOO, ONT.

M1878

618 - 3rd Street West CALGARY, Alberta



**Wishing our Friends  
and Customers**

## Compliments of the Season

**Thos. E. Wright**

STRATHMORE

ALBERTA

